

ABSTRACT OF THE DISCLOSURE

A parking assist apparatus includes a display unit that displays a target parking frame to be superimposed on an actual image around a vehicle with its position adjustable
5 by a user, a position determining unit that determines a target parking position corresponding to the position of the target parking frame displayed on the actual image, and a parking assist control unit that controls to guide the vehicle to the target parking position on a target path. The parking assist apparatus further includes a feature determining unit that determines a feature on the actual image through an image
10 recognition, and a path correction unit that automatically corrects the target path such that a correlation between the target parking position upon start of a parking assist control and the feature is maintained during execution of the parking assist control.